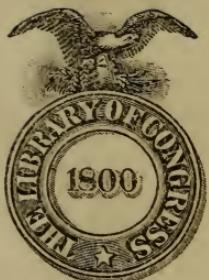


H G
8776
879

LIFE
EXPERIENCES
OF
ONE HUNDRED
AVERAGE MEN





Class H G 8776

Book S 79

Copyright N^o. _____

COPYRIGHT DEPOSIT.

LIFE
EXPERIENCES
of
ONE HUNDRED
AVERAGE MEN
BY
WILLIAM H. STANLEY

Author of
“*A Study in Thrift and*
“*Economic Independence*”
“*Safeguarding the Future*”



1918
BUFFALO, N. Y.

HG 78776
S 79

Copyrighted by
WILLIAM H. STANLEY
Buffalo, N. Y.
September, 1918.

© CLA 503326

SEP 12 1918

no 1

INTRODUCTION

In the latter part of 1916 the Savings Bank Section of the American Bankers Association published a brochure with the title "Thrift—How to teach it—How to encourage it." Among the many good articles in that pamphlet is one compiled by an actuary. It bears the title "Life Experiences of One Hundred Average Men." The writer shows the economic history of those men, for every ten year period, from age twenty-five, to and including age seventy-five. Two interesting tables follow; one shows the estates left by every one hundred men and the other shows the financial circumstances of every one hundred widows.

The American Magazine for November, 1915, contained an article showing practically the same figures for ages twenty-five and sixty-five only.

Our United States government has adopted these statistics in their entirety by making them a part of its "Textbook for Speakers on Thrift Stamps and War Savings Stamps," published in the early part of 1918 by the Treasury Department, National War Savings Committee.

The charts contained in this book and the accompanying text are based on the study of the above named magazine article and booklets. Due acknowledgment is made to those publications for permission to use the material.

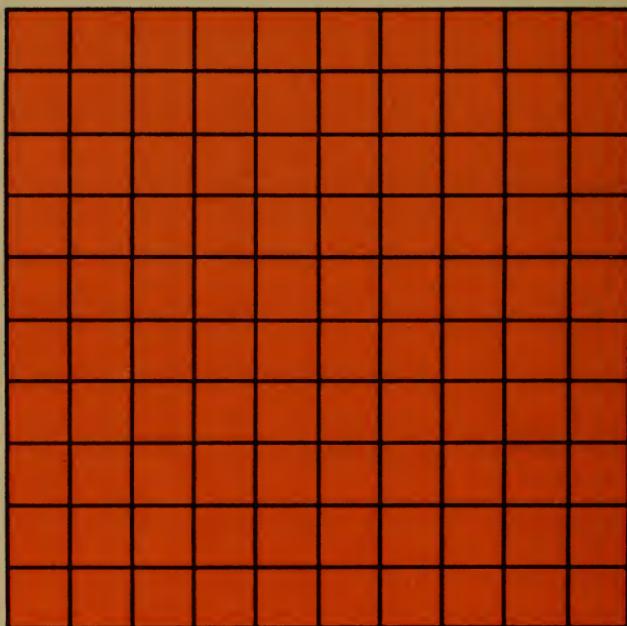
It seemed best to preserve the name of the original article in preparing this book.

AT THE VERY BEGINNING OF A PLAN WHICH STARTS A LIFE INSURANCE ESTATE ONE SHOULD NOT NEGLECT TO PREPARE FOR SYSTEMATIC THRIFT BY PUTTING SOME MONEY IN THE SAVINGS BANK. THE SUM SAVED WILL PROVIDE FOR THE ANNUAL PREMIUM WHICH CREATES THE ESTATE AND WILL AT THE SAME TIME EARN INTEREST.

CHART I

CHART I.

LIFE EXPERIENCES OF ONE HUNDRED AVERAGE MEN



AGE 25

AT THRESHOLD OF LIFE—HEALTHY—
VIGOROUS—OF GOOD MENTAL AND
PHYSICAL CAPACITY—BUT WITH NO
MEANS, EXCEPT THEIR OWN EARNING
POWER, TO SUPPORT THEMSELVES.

This is the age when every young man should lay the foundation of a life insurance estate. Never again can he begin it with so small a deposit.

CHART I

AGE TWENTY-FIVE

EACH YOUNG MAN READY TO TAKE UP HIS LIFE'S WORK

Let us now visualize our one hundred young men by drawing a large square made up of one hundred smaller ones. Each unit symbolizes a man—four square—on the level—standing shoulder to shoulder with his fellows—ready to do his part in the world's work.

EACH HOPES FOR SUCCESS

Here they stand before us, at the threshold of life—healthy—vigorous—hopeful for the future. Each man expects that, of course, he will attain his goal or aim. And that goal or that aim is generally spoken of and spelled "Success." In most cases that means merely the accumulation of material wealth or the establishment of a general estate.

EVERY MAN WANTS TO ACCUMULATE MONEY

Every young man has the desire to accumulate wealth and be a moneyed man. He is filled with energy and with a determination to win. And why should he not win? He has good mental and physical capacity. His whole life is before him. He is flushed and glowing with the virility and vitality of youth. So we color our hundred squares red to signify the red blood and courage of youth. What finer picture is there to contemplate in

all this world than one hundred manly young fellows starting out to win fortune and success?

NO ONE CAN PREDICT THE WINNERS OF SUCCESS

What man is there, who on beholding these one hundred young men at age twenty-five, would be so bold as to be willing to try to point out which of them shall actually arrive at that desired goal of Success, whether it be wealth, fame or power. Dare anyone predict how many and which individuals shall pass in early manhood to that "bourn from which no traveler returns?" Finally, what human eye is keen enough to discern those who shall not achieve Success—but instead shall lose the fight and drift into that sad and pitiable state, politely called "economic dependence." Yes! Here they stand, our one hundred young men, each with his own interests, each with his own capacity for success or failure; winners and losers standing together, and no one can tell the one from the other.

UNCERTAIN DURATION OF AN INDIVIDUAL LIFE

We shall assume that each man is married to the finest little woman in the world and that in each case there is a little growing family. This then is the proper time to call the attention of each and every one of those young men, and of the young women, to the uncertainty of the duration of an individual life. He should be instructed, each in his own case, how to provide against that uncertainty. And, although he may not baffle Death

he can, if he so wills, establish economic independence for his family.

PLAN TO ESTABLISH LIFE INSURANCE ESTATE EARLY IN CAREER

Experience has told us repeatedly that there is only one, absolutely, sure way that this may be done. That way is to begin at an early age to establish an adequate life insurance estate. At age twenty-five the physical requirements are not severe and financial requirements are comparatively light. In adopting this plan a young man should act under the suggestion and guidance of a competent, trustworthy life insurance counselor. The establishment of such an estate becomes of the utmost importance, when we realize that the average young man has no means to support himself and family except his own personal ability to earn money.

SHOULD ADD TO ESTATE AS INCOME INCREASES

Inasmuch as he is still young and inexperienced he gets but a small salary or wage. Let him begin at once to build his life insurance estate in accordance with his means. A \$5,000, a \$2,000, or a \$1,000 policy will lay the foundation of an estate which, if properly administered, will surely accomplish the purposes of his ambition. But with every increase of his income, and with every advance of his prosperity, he should be under an impelling obligation to his wife, to his children, and even to his own later years, to add to and enlarge his insurance

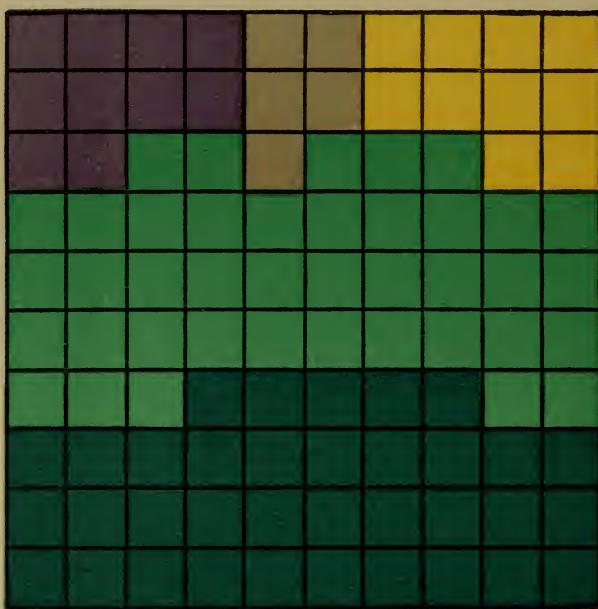
holdings. By so doing he will establish early in his life the mental attitude of considering the annual deposits he makes with his life insurance company as a life insurance estate and not as an element of expense, so much money spent, so much gone.

INSURANCE ESTATE WILL TAKE CARE OF FAMILY AND SELF

In the event of his life's work coming to a premature and sudden end, his family will be enabled to stay out of debt, to maintain its economic independence, and even to live comfortably. Should he survive to age sixty-five he will have created for himself an equity which will assure him of a serene and contented old age. But he should begin NOW. Because his health is such that he can easily fulfil the physical standards required by high grade life insurance companies. And with his growing prosperity he should plan to put aside each year an ever increasing sum to add to his life insurance estate.

CHART II

CHART II. TEN YEARS LATER



AGE 35

- 5 HAVE DIED.
 - 10 HAVE BECOME WEALTHY.
 - 10 ARE IN GOOD CIRCUMSTANCES.
 - 40 HAVE MODERATE RESOURCES.
 - 35 SHOW NO IMPROVEMENT.
- 100

What about the families of the five men whose work is ended? A life insurance estate of proper size will make it easy for the mother to maintain the family and to properly educate the children.

CHART II

AGE THIRTY-FIVE

TEN YEARS BRING CHANGES

Because of youth and inexperience our young men, at age twenty-five, appeared to have very much the same characteristics. We could not then discover differences in capacity or possibilities; but ten years later, or at age thirty-five, we find that they may be classified into three small groups and one large group, which may be sub-divided again into two well defined parts. In the course of ten years characteristics have shown themselves and our young friends are well on the way either to success or to failure, each according to his possibilities and tendencies.

EACH MAN RESPONSIBLE FOR HIS OWN SUCCESS OR FAILURE

Let us remark in passing, that every one of these young men is the architect and builder of his own fortune. He has it in his power to make or to mar his future. He may not justly attribute his failure to blind fate or to chance. Neither can he attribute the success of those who have forged ahead and who have outstripped him in the race for "Success" to luck, to pull, or to some other external agency. Because if every one of these young fellows will exercise his intelligence, as well as the necessary determination and will power, there is no doubt that each may succeed and make for himself a valued

place in the community. We should always remember, however, that success is subjective and not objective. It is determined by what is within us and not by our surroundings. And while the measure of success may differ in degree, as well as in kind, all may, with the exercise of diligence and caution, avoid failure and defeat.

FIVE HAVE DIED

Our chart discloses that these young men have begun to pass through different experiences. The dull grey hand of death has come in and taken away five promising lives.

TEN WEALTHY

Success has thus early crowned the efforts of twenty. These twenty, as we shall see later, are in real peril, because it takes a steady head and a strong personality to withstand the flattery of early success. Ten of the twenty, we may consider as wealthy. These are symbolized by yellow, the color of gold.

TEN RICH

The remaining ten live in what may be termed easy circumstances as shown by the purple. This color also indicates that they too are able to wear purple, dress in fine linen and fare sumptuously every day.

FORTY—MODERATE RESOURCES

Seventy-five are working; supporting and taking care of themselves. Forty of these have moderate resources and may have a few, small outside investments.

In the heart of each of these men is the green of eternal hope that he will yet achieve success. They still expect that by a bold stroke, or through some clever maneuver, that they will ultimately bring about their economic independence.

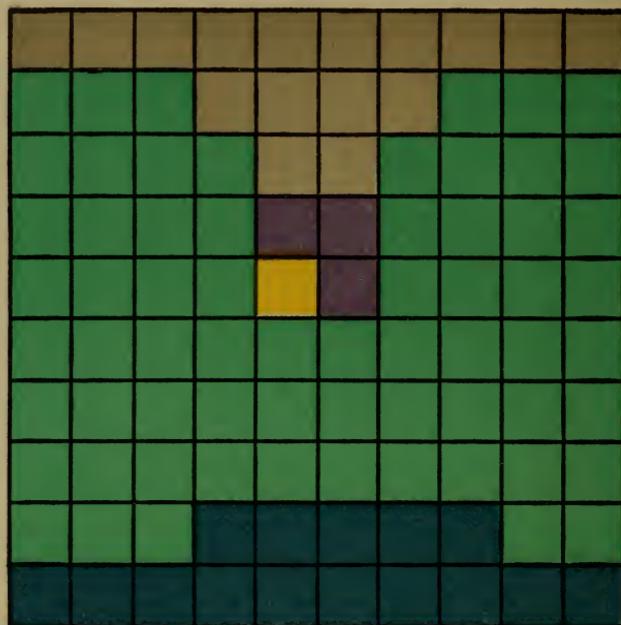
THIRTY-FIVE SHOW NO IMPROVEMENT

The other thirty-five also continue to hope. Although they are at age thirty-five and have been working ten years, as yet they show no improvement. So in order to distinguish them from the forty who are in fairly good circumstances, and have better prospects, we cast over the thirty-five a tinge of blue. That color here signifies the possibility of failure, the frustration of hopes, and a breaking down financially. The result will be economic dependence, a condition which no self respecting man can contemplate with indifference, and to escape which he will put forth every possible effort.

MANY A MAN HAS JOINED THE HOME DEFENSE LEAGUE ON THE IMPULSE OF PATRIOTISM, FOR WHICH HE SHOULD BE COMMENDED. AT THE SAME TIME MANY A MAN HAS FORGOTTEN THE DEFENSE OF HIS OWN HOME AGAINST THE STEALTHY ATTACK OF ECONOMIC DEPENDENCY.

CHART III

CHART III. TEN YEARS LATER



AGE 45

ELEVEN MORE HAVE PASSED ON—TOTAL 16

OF THE TWENTY WHO HAD PROPERTY
ALL HAVE LOST THEIR ACCUMULA-
TIONS EXCEPT FOUR. OF THESE, ONE
IS WEALTHY.....



1



1

THREE OTHERS ARE RICH

3



STILL DEPENDENT ON THEIR SALARY,
(But Without Other Resources)

65



NO LONGER SELF-SUPPORTING. (Due to
Illness, Accidents or Reverses)

15



100

We should now have in operation 16 life insurance estates taking care of that many families.

The survivors, who are able, should be putting aside at least 10% of their earnings to create a life insurance estate.

CHART III

AGE FORTY-FIVE

POSITION IN LIFE NOW ESTABLISHED

Again we go forward ten years. These men having struggled with the vicissitudes and mutability of life what do we find? Our surviving young men are now at age forty-five. They have become somewhat fixed in their habits. Their position in life by this time is fairly well established.

SIXTEEN HAVE PASSED ON

We are told that eleven more have passed on, which makes a total of sixteen represented by the pallid shade of gray.

HOW ABOUT THEIR FAMILIES

We wonder what happened to the families of those sixteen men for whom life's affairs are closed. Were those brave little women well provided for through the means of an adequate life insurance estate? Did those mothers find their homes broken up, their children left with grandparents or relatives? Or were they obliged to put their little children into a public or a semi-public institution? Do the surviving widows belong to that great throng compelled to support themselves through their own efforts?

A WIDOW'S HANDICAPS

Should a woman be compelled to make such a radical change in the manner of her living, along in the

fourth decade of her life, as a rule, she will find it pretty difficult to learn the ways and practices of the commercial world. She will probably find herself under a great handicap because there will be so many young girls just out of school looking for work. Their minds will be trained for business thinking. In addition to this, a woman approaching middle life is under a further disadvantage, coming as she inevitably does, into competition with a younger and perhaps a more attractive woman just entering upon a business career.

SIXTY-FIVE DEPENDENT ON OWN SALARY

The large group, numbering sixty-five and indicated by the hopeful green, are the men who are still working and self supporting. This group is without any other resources, save their weekly or monthly salary. Each man in this large group is still hopeful, still ambitious and still expects to carry into effect the aspirations of his early youth. While it is true that none of them, as yet, has accumulated anything, each one still hopes to achieve his ambition, to accumulate a fortune and thus become a man of substance. And finally he hopes to leave ample provision for his family, when his will shall be probated.

FIFTEEN NO LONGER SELF-SUPPORTING

This chart introduces us to a new class which we are told is no longer self supporting. A few in this class may still earn something, but, even so, they are not considered as self supporting cases. Their condition of economic dependence may be due to illness, accident or reverses. We cannot discuss the causes of their col-

lapse. But we are compelled to notice the inexorable fact that at age forty-five, fifteen out of every one hundred young men have already suffered economic defeat. They are here indicated by the despondent blue. In most cases their financial condition will become worse rather than better, and for them the future holds but little promise. This accounts for ninety-six of our one hundred young men twenty years after starting out on their respective careers.

FOUR HAVE MONEY

The remaining small group is all that are left of the twenty who at age thirty-five had property. Sixteen of them have been unable to weather the storm and have lost their accumulations. Thus we have but four who either remain in possession of what they had or have acquired an estate for themselves. Of these four we may say that one still shows the gold of wealth, and three others are rich, as indicated by the purple.

SUDDEN APPRECIATION OF LIFE INSURANCE ESTATE

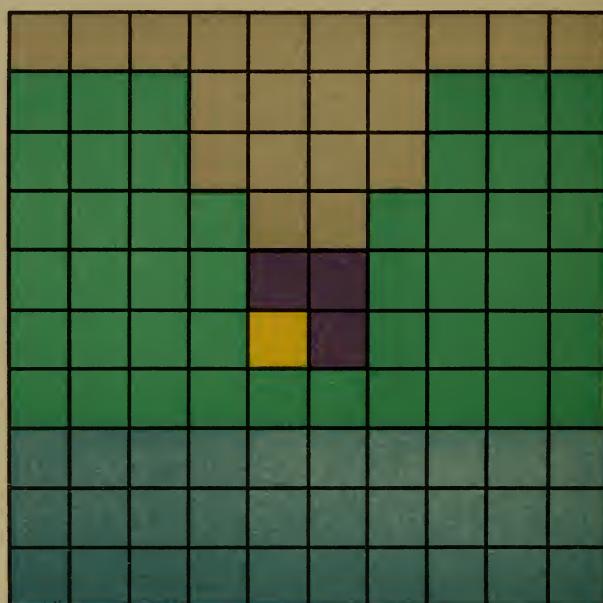
Some men by this time have acquired wisdom. They now appreciate the value of a life insurance estate. The advantages of such an estate are strongly desired for wife and children. They set out to create it but with many it is now *too late*. Life insurance companies decline many an applicant because of physical impairment. In many cases impairment was not even suspected to exist. Disappointment at being rejected is always keen, but it will not change the decision of the life insurance company.

A LIFE INSURANCE POLICY CANNOT BE SUBJECTED BY HEIRS TO THE TEST OF MENTAL COMPETENCY OF THE INSURED; NOR CAN THEY QUESTION ITS VALIDITY ON THE GROUNDS OF DURESS, UNDUE INFLUENCE OR FRAUD.

BEFORE A WILL CAN BE ADMITTED TO PROBATE IT CAN BE SUBJECTED TO EVERY ONE OF THESE TESTS.

CHART IV

CHART IV. TEN YEARS LATER



AGE 55

- 20 AT END OF LIFE'S WORK.
 - 1 HAS BECOME VERY RICH.
 - 3 ARE IN GOOD CIRCUMSTANCES.
 - 46 STILL HAVE SOME EARNING POWER.
(But Have Established No Estate).
 - 30 HAVE PRACTICALLY NO ECONOMIC
VALUE.
-

Many of the 46 still working should be looking forward to maintaining themselves out of their own life insurance estate.

CHART IV

AGE FIFTY-FIVE

CRITICAL PERIOD OF LIFE

This chart brings us to the critical period of life. Students of physiological laws tell us that at or about this age men begin to experience physical and mental changes. These changes may take place before or after age fifty-five, but they surely come in this decade. The memory may become less reliable. With some men business judgment, and the business faculties in general may be less keen than formerly. If an error of judgment or a false step should be committed at this period of life, it is extremely difficult to recover the losses usually resulting therefrom.

TWENTY AT END OF LIFE'S WORK

Our chart at age fifty-five discloses that twenty men have come to the end of life's work and effort.

ONE RICH

One has become very rich, although he may not be the same one who was rich at age forty-five.

INDIVIDUALS CHANGE BUT RELATIVE NUMBER IN EACH GROUP REMAINS THE SAME

In the rise and fall of business careers there is bound to be a constant shifting of men and many changing conditions. In this group of one hundred men we have been studying, some will have accumulated riches and will

have lost them again. Therefore, we do not pretend to say that our rich individuals always remain the same. Some men who had wealth will be represented by the fading gray. But the relative number of men who command money, and of those who die, and of those who labor in vain, remains about the same. Our original article tells us that of the three who were wealthy at age forty-five one lost; but of the sixty-five who were working at that age, another became wealthy, so one offsets the other and the relative figures still remain unchanged.

THREE IN GOOD CIRCUMSTANCES

This leaves three of our young men in what we speak of as good or easy circumstances.

FORTY-SIX STILL WORKING

Forty-six still have some earning power but they have established no general estate. As a consequence, instead of leaving their families comfortable, well and happy, they will leave a wife and children badly off, to suffer a continuous cramping poverty.

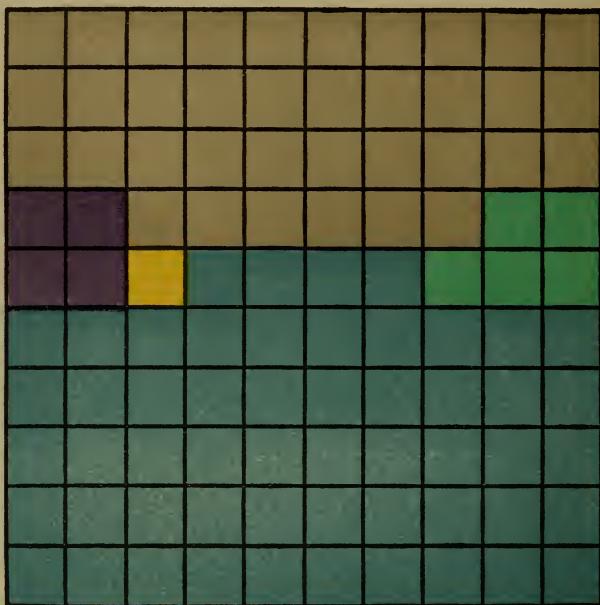
THIRTY DEPENDENT

The dependent class has increased from fifteen to thirty—an increase of one hundred per cent in ten years. While some of these thirty men may be able to do light work, they are, as a rule, replaced by younger men. We now find that at this age they have very little, if any, economic value. Their hopes and dreams have failed to materialize. They have fallen far short of their possibilities. The goal of their ambition is still unattained and at this period of life is practically unattainable.

CHART V

CHART V.

TEN YEARS LATER



AGE 65

- 36 GONE.
 - 1 RICH.
 - 4 WELL TO DO.
 - 5 SELF-SUPPORTING. (But are Compelled to Work for a Living).
 - 54 FAILED OF SUCCESS. (Dependent Upon Their Children, Relatives or upon Charity. Having No Economic value).
- $$\frac{54}{100}$$

If the 54 who are dependent had been properly guided during their working years, this group at this age would have been practically nil.

CHART V

AGE SIXTY-FIVE

AT THIS AGE MEN HAVE PASSED PEAK OF CAREER

Most men, by this time, have passed the peak of their earning power and are on the declining side of the curve which indicates their economic value. This chart shows us a startling truth, which is, that the two groups, one representing those whose life has drawn to a close and the other group of growing dependents have absorbed nearly all other groups.

FEW MEN BECOME RICH AFTER SIXTY

It is a matter of common knowledge that if a man does not establish his general estate, or his insurance estate, before he attains age sixty-five, the chances are that he never will. We know, as a matter of observation, that very few men accumulate wealth after age sixty.

THIRTY-SIX GONE

The status of our one hundred young men, forty years from the starting point, is as follows: Since we looked at the last chart, sixteen more have come to the final parting. We now have a total of thirty-six who are gone.

HOW ABOUT THEIR FAMILIES

We may well ask, what did those thirty-six men leave behind them? How did they leave those thirty-

six widows or those thirty-six families? To be sure, it is possible that there may be a very few families that have sufficient money to be economically independent. But the probabilities are that unless the departed bread-winner left a life insurance estate of sufficient size proper provision was not made for his widow and his orphans. And unless they were so provided for they too may be in the ranks of economic dependents.

ONE WEALTHY

One only of our original one hundred still has an accumulation of gold. He may be a millionaire.

FOUR HAVE COMPETENCE

Four have a competence and are considered men of affairs. One of those who lost everything before he was forty-five has regained his hold and has joined the ranks of the rich or wealthy.

FIVE STILL WORKING

Five are still working. In their struggle for economic independence they are supported by that eternal hope for wealth and success that every man carries with him so long as he lives. He hopes even against the experience of forty years that all will work out right for him. Like Micawber in the story, he is still "waiting for something to turn up." He expects that when that mysterious something does "turn up" it will relieve him of further anxiety and want.

FIFTY-FOUR DEPENDENT

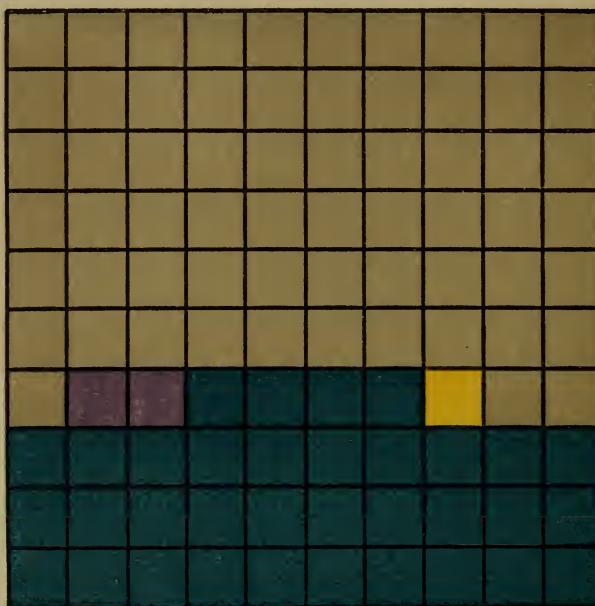
Fifty-four, who forty years ago were young men of promise, are now dependents. Their maintenance comes from children, if there are any. If there are none, these men must look to relatives or friends for help. Those sources of support failing, they must inevitably become poorer and poorer. They will go down in the world and eventually we will find them in such places as homes maintained by fraternal societies or religious organizations or other Old Folks Homes. And what is even more depressing, a few will be forced to accept the county house or some other public institution for the poor, as a last abiding place. Thus will end a life in utter and hopeless defeat.

AT THE EVENTIDE OF LIFE,
NOTHING IS MORE CONDUCIVE TO
COMFORT AND HAPPINESS THAN
THE KNOWLEDGE THAT ONE IS PRO-
VIDED WITH A GUARANTEED IN-
COME.

A LIFE INSURANCE ESTATE IS
THE PROPER SOURCE OF SUCH AN
INCOME.

CHART VI

CHART VI. TEN YEARS LATER



AGE 75

JOINED THE GREAT MAJORITY—(Of whom 60 Left No Estate).....	63	
OF THE 5 RICH MEN, 2 HAVE LOST OUT WHICH LEAVES—WEALTHY.....	1	
COMFORTABLY WELL FIXED.....	2	
DEPENDENTS. (95% of these will Not Have Enough to Defray Funeral Expenses, Unless Insured).....	34	
	<hr/>	
	100	

Had 100 young men followed the suggestion of a capable life insurance man, this chart would show 63 families for which careful provision had been made, as well as 37 survivors, able to take care of themselves.

CHART VI

AGE SEVENTY-FIVE

LAST TEN YEARS OF OUR STUDY

The life story of our one hundred average men is almost at an end.

We now come to the last ten years of our study. Our chart shows the survivors at age seventy-five. But we should note the fact that there are only thirty-seven survivors.

SIXTY-THREE JOINED THE GREAT MAJORITY

Sixty-three have joined the great majority and for them life has run its course. The increasing number represented by the colorless gray reminds us that life is a stern battle in which there is but one victor, "Death," and to him we can never administer defeat.

Sixty of our departed friends who were so hopeful and so ambitious to accomplish in their lifetime that which should be really worth while, left nothing that could be designated as an estate.

THREE WITH MONEY

Of the five men who were rich at sixty-five, two have lost out, which leaves us three who can make both ends meet; one of them is wealthy and two are comfortably well fixed.

THIRTY-FOUR DEPENDENT

The remaining thirty-four have light purses and empty pockets. We represent them by the despondent

blue. They are still dependent for food, clothes and lodging on their children, friends or charity, or they are in public institutions. From now on these old men will die off rapidly. No one expects that their financial condition at age seventy-five will improve. Eventually, at the close of life, when the final curtain is rung, ninety-five per cent of them will not have sufficient means to defray their funeral expenses, unless insured. And experience has told us over and over again, that this is not probable.

SOME LESSONS LEARNED FROM OUR STUDY

Such a study of the life experiences of one hundred young men is a somewhat melancholy proceeding. And yet, it is not without value, for it contains many striking lessons. It indicates clearly why every man should practice THRIFT all his life. It points out, in an unanswerable manner, why he should begin early to establish an adequate life insurance estate.

DUTY OF LIFE INSURANCE MEN

Therefore, life insurance men should carefully talk to and educate the young man of the day. These figures which are properly authenticated and relatively correct should be so strongly and deeply impressed on him that he can never forget them.

FAMILY KEPT FROM DISTRESS

The young man should be shown how he may avoid the possibility of any of his family becoming an economic dependent. Through the means of his life insurance estate, provision may be made to prevent his family's suffering distress and privation, should he, unexpectedly and prematurely be taken away.

BUSINESS SAVED FROM RUIN

Coupled with that is the further fact that should he be in business for himself, and during his later life meet with reverses, which might overwhelm him, his life insurance estate may be the means of saving him from disastrous and total ruin.

SELF MADE COMFORTABLE

Should he survive to age sixty-five, his life insurance equities may be converted into an annuity which will keep him comfortable and happy for the remainder of his life.

ALL INTERESTS PROTECTED BY LIFE INSURANCE ESTATE

So that the three great interests of a man's life; his family that he loves more than himself; his business to which he devotes so much of his time and energy; and finally all of his later years, that he should not neglect nor regard with indifference, are protected through the establishment and building up of an adequate life insurance estate.

ANY GOOD COMPANY WILL GIVE SERVICE

Any good life insurance company will assist him to distribute his estate in such a way that his family need never know want; his children need never go hungry; and they need never be cold for want of proper clothing.

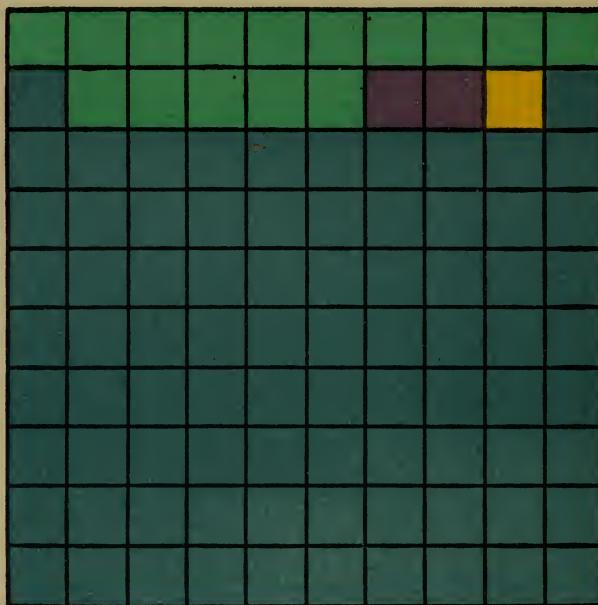
LIFE INSURANCE THE ONLY RAY OF HOPE

While the mere economic study of our figures may be sombre, and may cast a shadow over our work, there is a strong ray of hope which breaks through the cloud because we know that the gloom can be dispelled through the means of an adequate, well planned life insurance estate.

CHART VII

CHART VII.

GENERAL ESTATES LEFT BY 100 MEN



\$10,000 AND OVER.....	3	WEALTHY	1	
		FAIRLY RICH....	2	
\$2,000 TO \$10,000.....	15			
PRODUCING NO INCOME.....	82			
				<hr/>
				100

Life insurance would have established 100 income bearing estates.

CHART VII

GENERAL ESTATES LEFT BY EVERY 100 MEN

ONE ESTATE REALLY RICH

Just two points more are covered by the statistics as published by the American Bankers Association. The article goes on to say that the Surrogates' Courts give evidence that out of every one hundred men that die only three leave an estate of \$10,000 or over. We shall again use the color of gold to symbolize the affluent, millionaire estate, of which there is but one.

TWO FAIRLY RICH

The purple represents two that, while not so large, are still fairly rich.

FIFTEEN MODERATE SIZED ESTATES

Fifteen others range from \$2,000 to \$10,000, with a majority nearer the smaller sum.

EFFECT OF SMALL ESTATE ON FAMILY

A family accustomed to easy living suddenly being compelled to finance itself with the slender income which a small estate affords, will find such an income insufficient to provide even the mere necessities of life. For many a family a small estate means reduced and perhaps straitened circumstances.

A HOPEFUL GROUP

But the families represented by this group hope and expect that their small estates will grow; and that all will turn out well for them. So we color this section green to signify their hopes and expectations.

EIGHTY-TWO ESTATES WITHOUT ASSETS

That leaves eighty-two estates with no income producing properties, those with no tangible assets. In many a case it is scarcely worth the time and expense, to institute the legal proceedings necessary to put the estate through the surrogate's court.

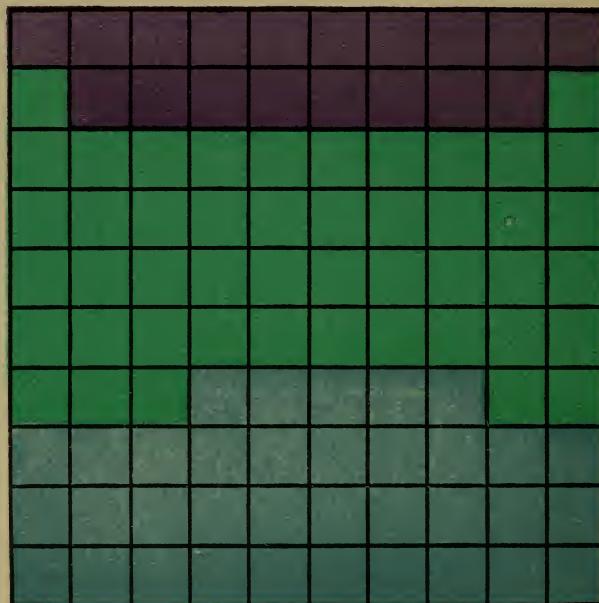
A VISION NEEDED

It is not overstating the case to say that a large percentage of those eighty-two men who left no general estate, with some effort might, have left a fairly good sized life insurance estate. All that was needed for those men, early in their career, was a vision. Some one should have shown them what a life insurance estate would do and how to create it. Had a skilled life insurance counselor planted in the minds of those men such a vision—being young men of courage and determination they might easily have translated it into a reality.

CHART VIII

CHART VIII.

FINANCIAL CIRCUMSTANCES OF ONE HUNDRED WIDOWS



GOOD OR COMFORTABLE CIRCUMSTANCES.....	18	[dark purple square]
OBLIGED TO WORK. (Often Lack Comforts of Life).....	47	[green square]
NEEDY CIRCUMSTANCES. (Largely Dependent On Charity)	35	[dark teal square]
	<u>100</u>	

For the man with a family, a life insurance estate, carefully created and properly distributed, is absolutely essential, if he desires to have his family live in "Good and comfortable circumstances."

CHART VIII

FINANCIAL CONDITION OF 100 WIDOWS

HUSBAND'S ESTATE IS MAINTENANCE OF FAMILY

When we speak of an estate, we naturally think of some one who derives benefit therefrom. As our last chart showed us the number and classification of estates, we shall now consider the mothers and children dependent on those several kinds of estates. We have therefore one hundred mothers left alone, each with a small family. What about the financial circumstances of one hundred women each of whom must look to the estate left her by a departed husband as a source of maintenance? We should always bear in mind that the money and other property left by a husband is usually all that a wife has for that purpose.

EIGHTEEN WIDOWS COMFORTABLE

As there were but three estates of over \$10,000 and fifteen from \$2,000 to \$10,000, eighteen families therefore are in good or comfortable circumstances. Although a widow with a family dependent on an estate of less than \$10,000, is far from being in "good or comfortable circumstances."

FORTY-SEVEN WIDOWS COMPELLED TO WORK

That leaves eighty-two women with no income producing estate. This number is divided into two groups,

forty-seven of whom are obliged to work. We are told that many of these women often lack the barest necessities of life. But because they are able to earn something for themselves they too are hopeful that something may happen which will relieve their needy circumstances. These are indicated by the hopeful green. But it is a vain expectation, a fool's paradise, and sad disappointment awaits most of them.

THIRTY-FIVE WIDOWS DEPENDENT

The other thirty-five, symbolized by the gloomy blue, are stripped of possessions, destitute, in absolute want and penury. They must depend on charity for their living.

LIFE INSURANCE ESTATE WILL FURNISH MONEY FOR FAMILY

Here we come back again to the all important value of a life insurance estate as the surest means to provide for these eighty-two moneyless women. Surely it would have taken but little effort on the part of every one of those husbands, while he was at the height of his earning power, to provide a life insurance estate of at least \$10,000. Had they all done so we would have one hundred families in "good or comfortable circumstances" instead of eighteen.

LIFE INSURANCE MEN HAVE GREAT RESPONSIBILITY

It is therefore the all compelling duty of life insurance men to go on with their work and redouble their efforts. Upon them is placed a great responsibility. They have unlimited opportunity to help solve many social and economic problems. They should make every young man see more and more what life insurance has to offer in order to prevent and ward off this possible catastrophe to his family, that of becoming economically dependent.

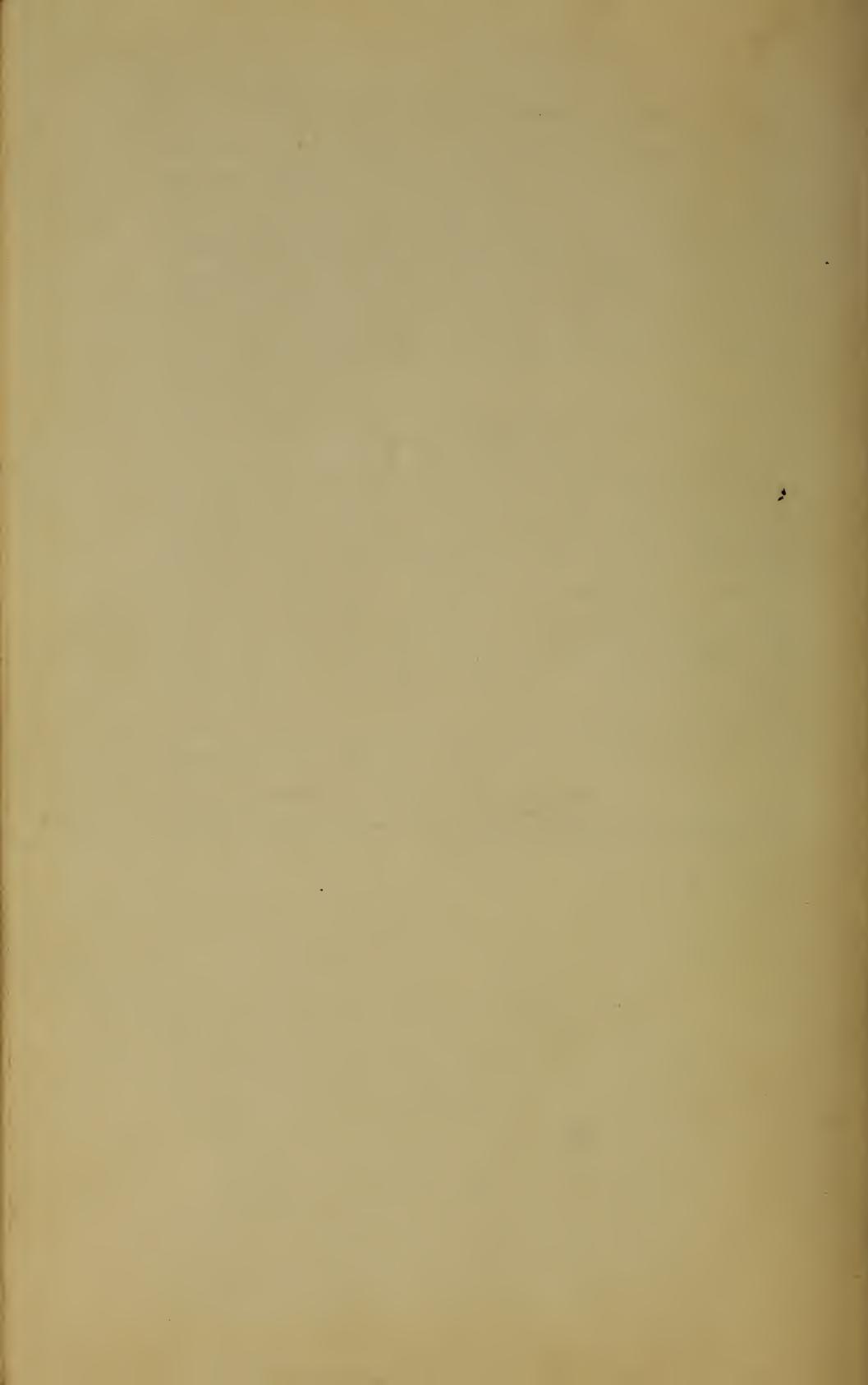
SOLEMN QUESTIONS

How can any man of intelligence refuse to accept this program of thrift and precaution? He can, if he will use his eyes, see all around him the defenseless and forlorn families of men, who either refused to establish a life insurance estate; or because of physical impairment could not establish one. Does he want to be in either

class? Will he cheerfully and deliberately refuse to establish a life insurance estate and thus expose his wife and his children to this all too common danger? Can he contemplate with a happy frame of mind that family of his reduced to the very last extremity? How can he look frankly in the eyes of wife and children and know in his heart that he has made no provision for their well-being should he be taken away permanently and without warning?

THE ANSWER

On the other hand, after he has planned for the creation of an adequate life insurance estate and provided for its proper distribution, will not his whole life be more contented? He will then know that no matter when his uncertain tenure of life may come to an end, his dear one will never be placed between the hammer of temptation and the anvil of poverty. It will be a source of great satisfaction to him to realize that *his* wife and *his* children are in the safe keeping and wardship of his life insurance estate, which is impregnable in its solvency, certain in its operation and equitable in its distribution.



LIBRARY OF CONGRESS



0 021 051 065 5